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**STERLING INSURANCE GROUP RECEIVES MARSHBERRY'S INAUGURAL MAX PERFORMER AWARD**

**Woodmere, OH, June 16, 2018** – Marsh, Berry & Company, Inc. (“MarshBerry”), is excited to announce that Sterling Insurance Group (“Sterling”) is the winner of its inaugural MAX Performer recognition award.

The MAX Performer award is a mark of distinction given to an independent agency that has strong financials in addition to fostering a client-first culture throughout the entirety of their company. Having an innovative mind-set and striving for operational excellence are all qualities that a MAX Performer agency should have.

When selecting the winner for the 2017 MAX Performer award MarshBerry considered the challenges faced by many agencies in the insurance industry such as generating new business, retaining top talent and navigating the technology field as it is ever-changing. Sterling certainly stepped up to these challenges.

“Sterling is the epitome of what MarshBerry was looking for when we started the MAX Performer program. They’re not only financially sound and growing – but they’re investing in their technology and their people,” said John M. Wepler, Chairman and Chief Executive Officer, MarshBerry. “We are proud to present this prestigious award to the Sterling team for their commitment to driving growth and innovation, and for the way they set an example in the industry as a high-performing leader that’s constantly looking inside and outside for ways to elevate the organization.”

“As a Connect peer exchange partner since 2016, we have benefitted first hand from MarshBerry’s guidance, leadership and the impactful support of collaboration with peers and access to various industry data,” said Joe Haney, CEO of Sterling.” We are extremely proud to be the inaugural winner for this award and to lead the industry in areas beyond financial acumen. Being honored for our culture and our technology initiatives make this recognition even that more important for our organization.”

Along with recognizing Sterling, MarshBerry is also pleased to recognize the following Honorable Mentions:

- German American Insurance, Inc., Jasper, IN
- Highpoint Insurance Group, LLC, Houston, TX
- Holmes Organisation, Jacksonville, FL
- Reagan Companies, Marcellus, NY
- The Starr Group, Greenfield, WI

MarshBerry’s MAX Performance program was created to help firms grow. The 2017 MAX Performer winner receives support inclusive of advertising to THEIR prospects as well as a comprehensive suite of marketing tools that they can use to share this achievement with



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their clients, prospects and employee recruits. MAX Performer winners do not need to be current clients to win.

We've streamlined our 2018 MAX Performer nomination process to make it easier for firms to participate. Firms can find out if they're a MAX Performer by taking our quick, online assessment at [www.MarshBerry.com/MAX](http://www.MarshBerry.com/MAX).

**About Sterling Insurance Group**

Since its inception in 1996, Sterling has been one of the fastest growing independent insurance agencies in the country. Sterling Insurance Group - which is a Top 200 Firm out of 37,000 nationwide - is a full-service brokerage in Sterling Heights and Detroit with more than 100 employees and over \$350M in projected premiums. We're your resource for Outsourced Risk Management, Commercial Insurance, Personal Lines Insurance and Employee Benefits. Sterling Insurance Group has relationships with more than 100 national insurance carriers to provide clients instant access to the most competitive insurance markets in the business.

Sterling has been honored to receive distinguished awards for our sales leadership and customer service. The Detroit Free Press has named Sterling one of the Top Work Places from 2012-2016, and Sterling was voted a Crain's Detroit Cool Place to Work by its employees in 2017.

Learn more at [sterlingagency.com](http://sterlingagency.com).

**About MarshBerry**

Founded in 1981, MarshBerry's primary objective is to help insurance agents, national brokers, private equity firms, banks & credit unions, insurance carries and specialty distributors as they work to maximize their value through our industry-specific services that include: Merger & Acquisition Advisory\*, Financial Consulting, Talent Acquisition, Sales Performance, Intellectual Capital and Connect – our Peer Exchange Network. Learn more at [www.MarshBerry.com/Max](http://www.MarshBerry.com/Max).

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